

1 of 5

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	WAKE UP Buyline Comment: WAKE UP	:30	\$600.00	09/05-09/07	3	1	3	\$1,800.00	
	2	M	5A-6A	WAKE UP Buyline Comment: WAKE UP	:30	\$600.00	09/10-09/10	1	1	1	\$600.00	
	3	W-F	6A-7A	WAKE UP Buyline Comment: WAKE UP	:30	\$1,000.00	09/05-09/07	3	1	3	\$3,000.00	
	4	M	6A-7A	WAKE UP Buyline Comment: WAKE UP	:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
	5	W-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$1,500.00	09/05-09/07	3	1	3	\$4,500.00	
	6	W-F	9A-10A	TODAY SHOW II Buyline Comment: TODAY SHOW II	:30	\$900.00	09/05-09/07	2	1	2	\$1,800.00	
	7	M	9A-10A	TODAY SHOW II Buyline Comment: TODAY SHOW II	:30	\$900.00	09/10-09/10	1	1	1	\$900.00	
	8	W-F	10A-11A	TODAY SHOW III Buyline Comment: TODAY SHOW III	:30	\$450.00	09/05-09/07	2	1	2	\$900.00	
	9	M	10A-11A	TODAY SHOW III Buyline Comment: TODAY SHOW III	:30	\$450.00	09/10-09/10	1	1	1	\$450.00	
	10	W-F	11A-12P	RACHEL RAY Buyline Comment: RACHEL RAY	:30	\$325.00	09/05-09/07	3	1	3	\$975.00	

Station KSNV-TV LAS VEGAS, NV. Agency () CAMPAIGN GROUP Rep Firm () PHILADELPHIA
 Advertiser () AFSCME 1600 LOCUST ST Sales Office () AMY MCCREARY
 Product AFSCME PHILADELPHIA, PA 19102 Salesperson ()
 Estimate# Agency C/P1/P2/E Flight Dates 09/05/2012 - 09/10/2012 Salesperson Phone# 215-568-6540
 Buyer LISA CABANEL Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	12P-1230P	NEWS	:30	\$425.00	09/05-09/07	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	M	12P-1230P	NEWS	:30	\$425.00	09/10-09/10	1	1	1	\$425.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	NEWS	:30	\$325.00	09/05-09/07	3	1	3	\$975.00	
				Buyline Comment: NEWS								
	14	W-F	2P-3P	DRS	:30	\$325.00	09/05-09/07	2	1	2	\$650.00	
				Buyline Comment: DRS								
	15	M	2P-3P	DRS	:30	\$325.00	09/10-09/10	1	1	1	\$325.00	
				Buyline Comment: DRS								
	16	W-F	3P-4P	DR. PHIL	:30	\$450.00	09/05-09/07	3	1	3	\$1,350.00	
				Buyline Comment: DR. PHIL								
	17	W-F	4P-5P	NEWS	:30	\$700.00	09/05-09/07	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	18	M	4P-5P	NEWS	:30	\$700.00	09/10-09/10	1	1	1	\$700.00	
				Buyline Comment: NEWS								
	19	W-F	5P-630P	NEWS	:30	\$1,200.00	09/05-09/07	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	20	M	5P-630P	NEWS	:30	\$1,200.00	09/10-09/10	1	1	1	\$1,200.00	
				Buyline Comment: NEWS								
	21	SU	830P-930P	NEWS	:30	\$1,800.00	09/09-09/09	1	1	1	\$1,800.00	
				Buyline Comment: NEWS								

Last Received: 09/

Showing Buylines: All Times

2
3
4

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Spots/Week # of Weeks

Cost	Total Cost
Total	

Daypart:

[illegible]

22	W-F	7P-730P	:30	\$1,300.00	09/05-09/07	1	1	\$1,300.00
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34	W-TH	10P-1030P	:30	\$1,300.00	09/05-09/06	2	1	2	\$2,600.00
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23	W-E	730E-8E	:30	\$1,000.00	09/05-09/07	0	0	\$0.00
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35	W-TH	1030P-11P	:30	\$1,000.00	09/05-09/06	2	1	2	\$2,000.00
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24	M	730P-8P	:30	\$1,000.00	09/10-09/10	1	1	\$1,000.00
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25	SA	7E-730E	:30	\$500.00	09/08-09/08	1	1	\$500.00
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26	SA	730P-8P	:30	\$375.00	09/08-09/08	1	1	\$375.00
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27	W	9E-10E	=30	\$4,000.00	09/05-09/05	0	0	\$0.00
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33	TH	8E-9E	:30	\$4,000.00	09/06-09/06	1	1	\$4,000.00
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28	ST	4P-515P	:30	\$2,400.00.	09/09-09/09	1	1	\$2,400.00
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 Estimate# Buyer LISA CABANEL Agency C/P1/P2/E Flight Dates 09/05/2012 - 09/10/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	W-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/05-09/07	4	1	4	\$3,000.00	
	Buyline Comment: TONIGHT SHOW											
	30	M	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/10-09/10	1	1	1	\$750.00	
	Buyline Comment: TONIGHT SHOW											
	31	W-F	1235A-135A	LATE NIGHT	:30	\$425.00	09/05-09/07	4	1	4	\$1,700.00	
	Buyline Comment: LATE NIGHT											
	32	M	1235A-135A	LATE NIGHT	:30	\$425.00	09/10-09/10	1	1	1	\$425.00	
	Buyline Comment: LATE NIGHT											

---REPORT TOTALS---
 Report Totals: 59 / \$48,050.00

---SALES MONTHLY TOTALS---

Sep 12: 59 / \$48,050.00
 Sales Totals: 59 / \$48,050.00
 Station Totals: 59 / \$48,050.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$184,808	CATV 0%	KBLR 0%	KINC 0%	KLAS 21%	KSNV 26%
		KTNV 15%	KTUD 0%	KVCW 2%	KVMY 1%	KVVU 35%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 SHARES ESTIMATED

Rep Order# 6849034 Ver# 5 Mod# 2 Status Confirmed Traffic Order# 106189 Printed: 09/06/2012 11:25 AM 5 of 5
EC'd Yes Last Received: 09/04/2012 10:35 AM
Showing Buylines: All Lines

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Estimate#
Buyer LISA CABANEL Agency C/P1/P2/E
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Books NOV12
Demos RA35+

— CREDIT RISK —
INSUFFICIENT INFO FOR CREDIT ASSESSMENT